PSQ
PHILIPPINE SOCIETY FOR QUALITY • SINCE 1969

FROM PROCESS TO PEOPLE:

IMPLEMENTING THE CORE PRINCIPLES OF TQM IN THE REGISTRAR'S OFFICE

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Learning Outcomes

- Articulate the principles of Total Quality Management (TQM)
- Analyze how TQM principles can be applied within the Registrar's Office.
- Develop strategies for optimizing both process management and staff involvement.
- Evaluate the role of AI in enhancing TQM practices within the Registrar's Office.

Check-in

Mentimeter

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The Evolution of TQM Across Industrial and Societal Phases

The Birth of Human Race

SOCIETY 1.0

THE HUNTER SOCIETY

Individual Responsibility for Quality

B.C. 13000

SOCIETY 2.0

THE AGRARIAN SOCIETY

Inspection and Quality Control

18TH Century

SOCIETY 3.0

THE INDUSTRIAL SOCIETY

Process Management and Continuous Improvement

The Evolution of TQM Across Industrial and Societal Phases

Late 20th Century

SOCIETY 4.0

INFORMATION SOCIETY

Data-Driven Decision-Making and System Integration

Early 21st Century

SOCIETY 5.0

SUPER SMART SOCIETY

Human-Centered and AI Collaboration

Total Quality Management

is a management philosophy

- Customer Focus
- Total Employee Engagement
- Process Approach
- Integrated System
- Strategic and Systematic Approach
- Continual Improvement
- Fact-Based Decision Making
- Communication

Philippine Quality Award

Why Is It Important?

National recognition for performance excellence

Framework for improving organizational performance

Promotes best practices in leadership, strategy, and operations.

Core Categories of the PQA Framework

Leadership

Strategy

Customer Focus

Measurement, Analysis, and Knowledge Management

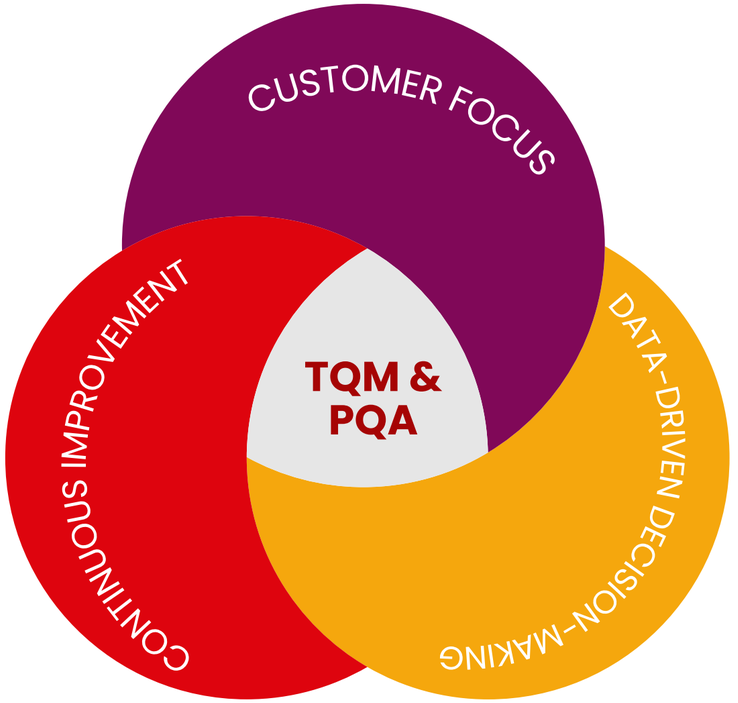
Workforce Focus

Operations Focus

Results

Common Quality Pillars Between TQM and PQA

- Customer Focus
- Total Employee Engagement
- Process Approach
- Strategic and Systematic Approach
- Continual Improvement
- Integrated System
- Fact-Based Decision Making
- Communication



- Leadership
- Customer Focus
- Strategy
- Measurement, Analysis, and Knowledge Management
- Operations Focus
- Workforce Focus
- Results

TQM forms part of the underlying philosophy of PQA, with PQA building upon and formalizing TQM practices to assess overall organizational performance and quality.

Early 21st Century

SOCIETY 5.0

SUPER SMART SOCIETY

Human-Centered and AI Collaboration

How does the Super Smart Society influence the TQM role of school records officers and registrars?

Customer-Centric

- Understanding and meeting customer requirements, ensuring satisfaction and loyalty.
- Implementing feedback mechanisms and service improvement strategies.
- Enhancing service delivery and responsiveness to student needs.

AI Integration

AI-driven chatbots to provide 24/7 support for students and staff, addressing common queries and issues.

AI-Powered Sentiment Analysis for Feedback Collection

personalized experience in services like academic advising and records management

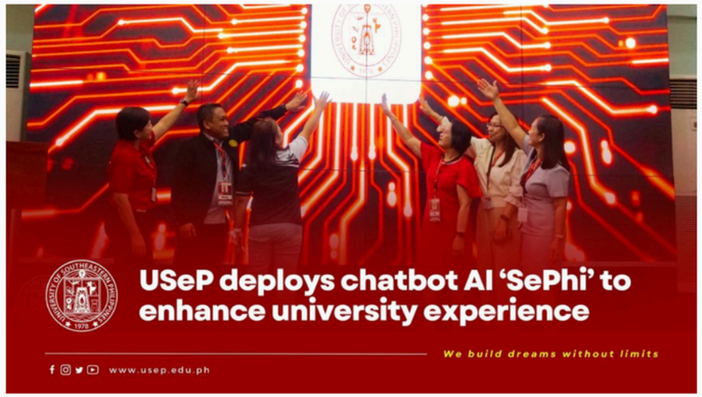
User-friendly digital platforms for registration

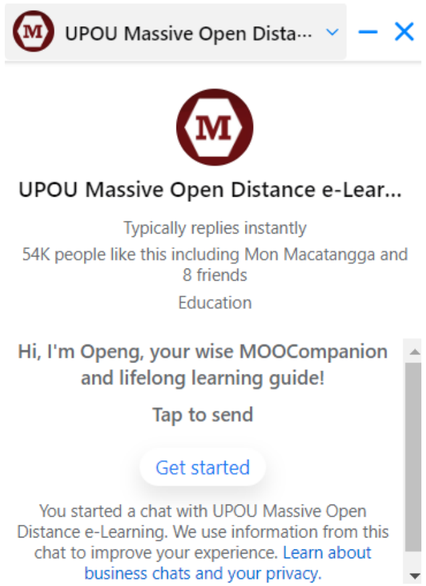
Customer-Centric

AI-driven chatbots to provide 24/7 support for students and staff, addressing common queries and issues.

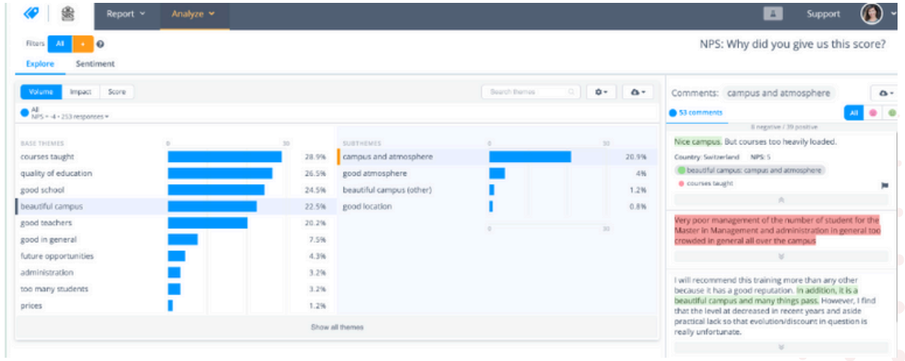
USeP deploys chatbot AI ‘SePhi’ to enhance university experience

Posted on: May 2nd, 2023 | Posted by: pad





AI-Powered Sentiment Analysis for Feedback Collection



Total Employee Engagement

- Encouraging participation and engagement of the Registrar’s Office staff.
- Providing training, development, and a supportive work environment.

AI Integration

SIS with AI Analytics to predict student outcomes, track academic progress, and detect anomalies in student records

Personalized Learning and Development

Digital Collaboration Spaces

Chatbot Feedback Collection

Process Approach

- Mapping and analyzing current processes.
- Identifying bottlenecks and areas for improvement.
- Implementing standardized procedures and best practices.
- Automation for consistency and accuracy

AI Integration

Deploying AI (Vivid or OCR Software) to automate routine administrative tasks, such as data entry and processing, to streamline workflows and reduce errors.

Process automation and workflow optimization using AI.

Asana and Trello with AI Integrations

Integration of Cyber-Physical Systems

- Aligning Registrar's Office processes with the institution's overall quality management system.
- Integrating various university systems (learning management systems, student information systems, etc.) into one platform allows for real-time data sharing and collaboration.

AI Integration

Data Integration Platforms (Mulesoft and Zapier)

AI-Driven Analytics Tools (Tableau or Microsoft Power BI)

Intelligent Document Processing

Blockchain for Data Integrity

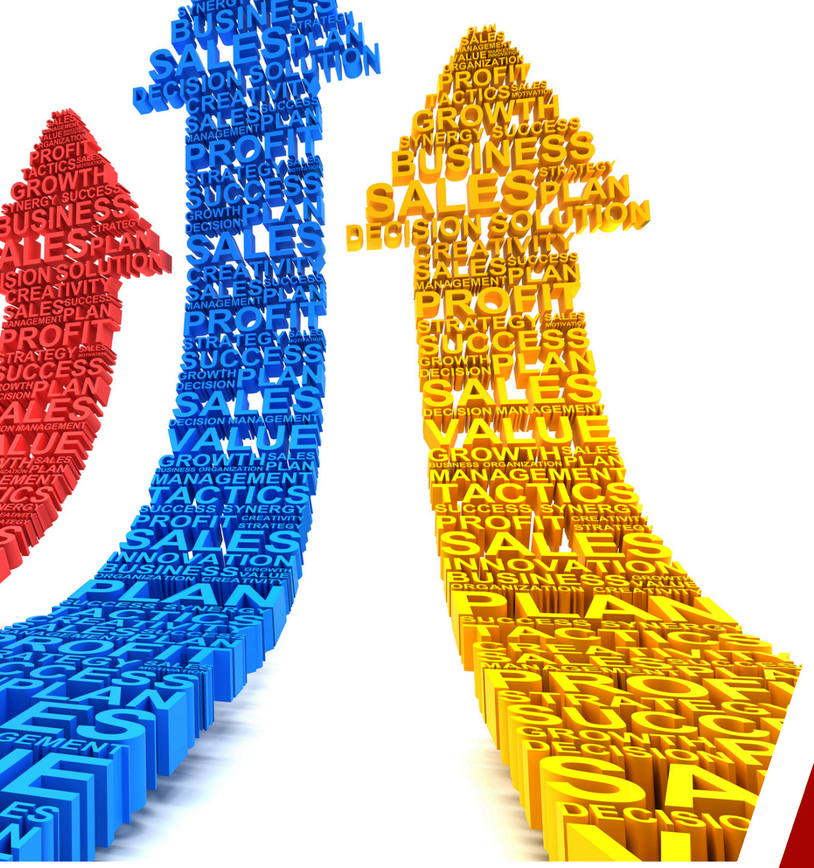
Fact-Based Decision Making

- Using data and evidence to guide decisions and process changes.
- Employing data-driven insights for effective management and planning.
- Data Analytics for Process Optimization

AI Integration

Custom Dashboards (Power BI)

Student Information Systems (SIS) with AI Integration



Continual Improvement

- Establishing a culture of continuous improvement.
- Utilizing metrics and performance indicators to drive improvement.
- Continuously improving processes based on performance results and feedback.

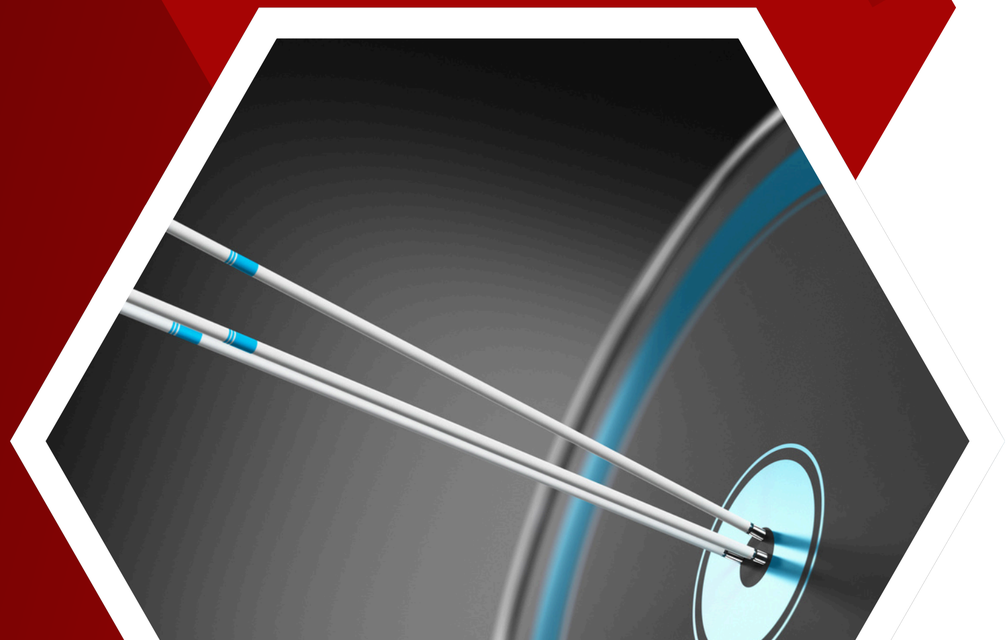
AI Integration

Paperless Office (Digital Documentation)

Predictive Maintenance of Systems

Use of Celonis, UiPath, Minit, IBM Process Mining or similar AI to map existing processes and simulate potential changes to identify bottlenecks

Key Metrics for Measuring Performance



Processing Time (Turnaround Time)

Definition: The time it takes to complete a student request (e.g., issuing transcripts, diplomas, certifications).

Importance: Reducing processing time enhances customer satisfaction and operational efficiency.

Goal: Continuous reduction in processing times through improved processes and automation.

Measurement: Average time (in hours/days) to process requests

Key Metrics for Measuring Performance

Error Rate (Accuracy of Records)

Definition: The percentage of student records that contain errors or require correction.

Importance: High accuracy leads to fewer complaints and rework, improving office efficiency.

Goal: Reduction of errors through automation, quality checks, and staff training.

Measurement: Number of errors per 100 records processed

Key Metrics for Measuring Performance

Staff Productivity

Definition: The number of tasks completed per staff member per day (e.g., documents processed, requests handled).

Importance: Higher productivity reflects better use of resources and more efficient processes.

Goal: Increase in productivity through training, better tools, and process automation.

Measurement: Average number of tasks completed per staff member before and after process improvements.

Key Metrics for Measuring Performance

Customer Complaints

Definition: The number of complaints received related to delays, errors, or unsatisfactory service.

Importance: Fewer complaints indicate that services are aligning more closely with customer needs.

Goal: Reduction in customer complaints through process improvements and customer-focused strategies.

Measurement: Number of complaints received per month or quarter, tracked over time.

Key Metrics for Measuring Performance

Automation Utilization Rate

Definition: The proportion of tasks automated through AI compared to the total number of tasks handled by the registrar's office.

Importance: Maximizing automation enables staff to focus on more strategic tasks and enhances operational efficiency.

Goal: Achieve 70-80% automation of repetitive and high-volume tasks.

Measurement: Track the number of tasks processed automatically by AI versus those requiring manual intervention.

Communication

- Enhancing communication channels within the office and with stakeholders.
- Implementing effective communication strategies.

AI Integration

AI-Powered Chatbots for Real-Time Assistance

Automated Email Responses and Notifications

Use of GenAI in writing correspondences

How Can Registrars Thrive in the Super Smart Society and Effectively Implement TQM Approaches?

Key Skills

- Digital Literacy and Technological Proficiency
- Strategic Thinking and Adaptability
- Customer-Centric Approach
- Process Improvement and Quality Management
- Interpersonal and Leadership Skills
- Cybersecurity and Data Privacy Awareness

REFLECTION

How can you leverage AI and TQM principles to create a more student-centric and efficient registrar's office that prioritizes both personalized support and continuous improvement?

REFLECTION

How can you utilize data-driven insights and AI-powered analytics to not only measure the effectiveness of your services but also identify areas for improvement and innovation in alignment with TQM's commitment to continuous improvement?

Check-in

Mentimeter

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Endnote

The future of higher education is here. Embrace the **Super Smart Society** and lead the way with **Total Quality Management**. Together, we can empower our institutions and transform the **student experience.**

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Let’s get in touch

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THANK YOU

AND ANY QUESTION?

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